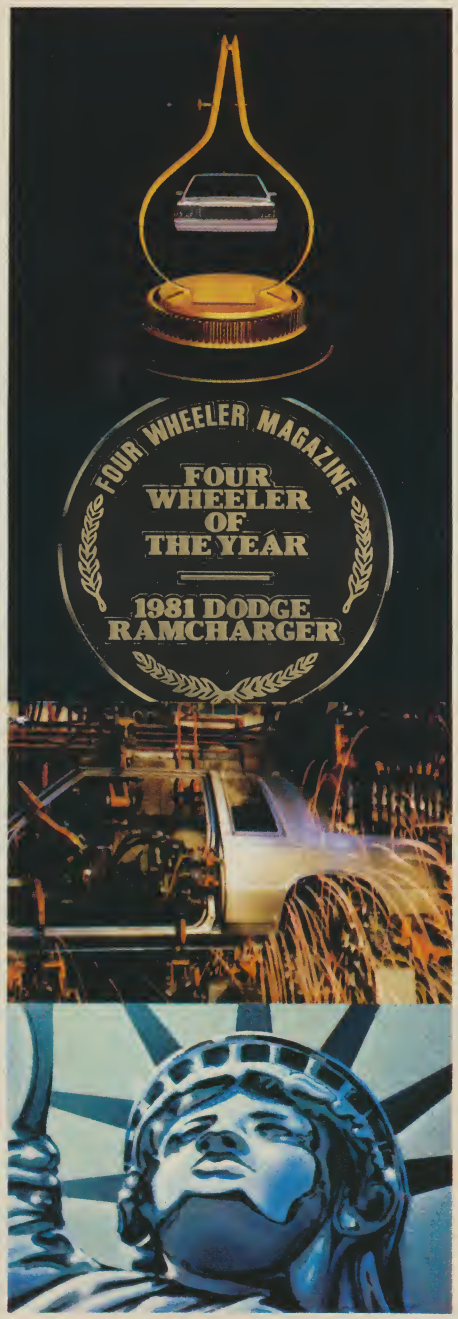
DODGE

ADVENTURER

THE NEW CHRYSLER CORPORATION

AUTOMOTIVE LEADERSHIP

SPRING 1981



Dodge Adventurer
Spring 1981 Vol. IX No. 2

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ON BEING NO. 1

The New Chrysler Corporation has been working very hard on a full line of cars that give top performance, top mileage and represent top quality. The Dodge Omni and the Plymouth Horizon are beautiful examples of the cars we're describing. The introduction of front-wheel drive and the birth of the K cars are further indications of this commitment. We know that our audience is the American car-buying public. We know we have to prove to them that we can make the kind of cars they want. We believe we have done so and are continuing to do so. You are proving us right. In December, the one millionth front-wheel-drive car rolled off our assembly lines.

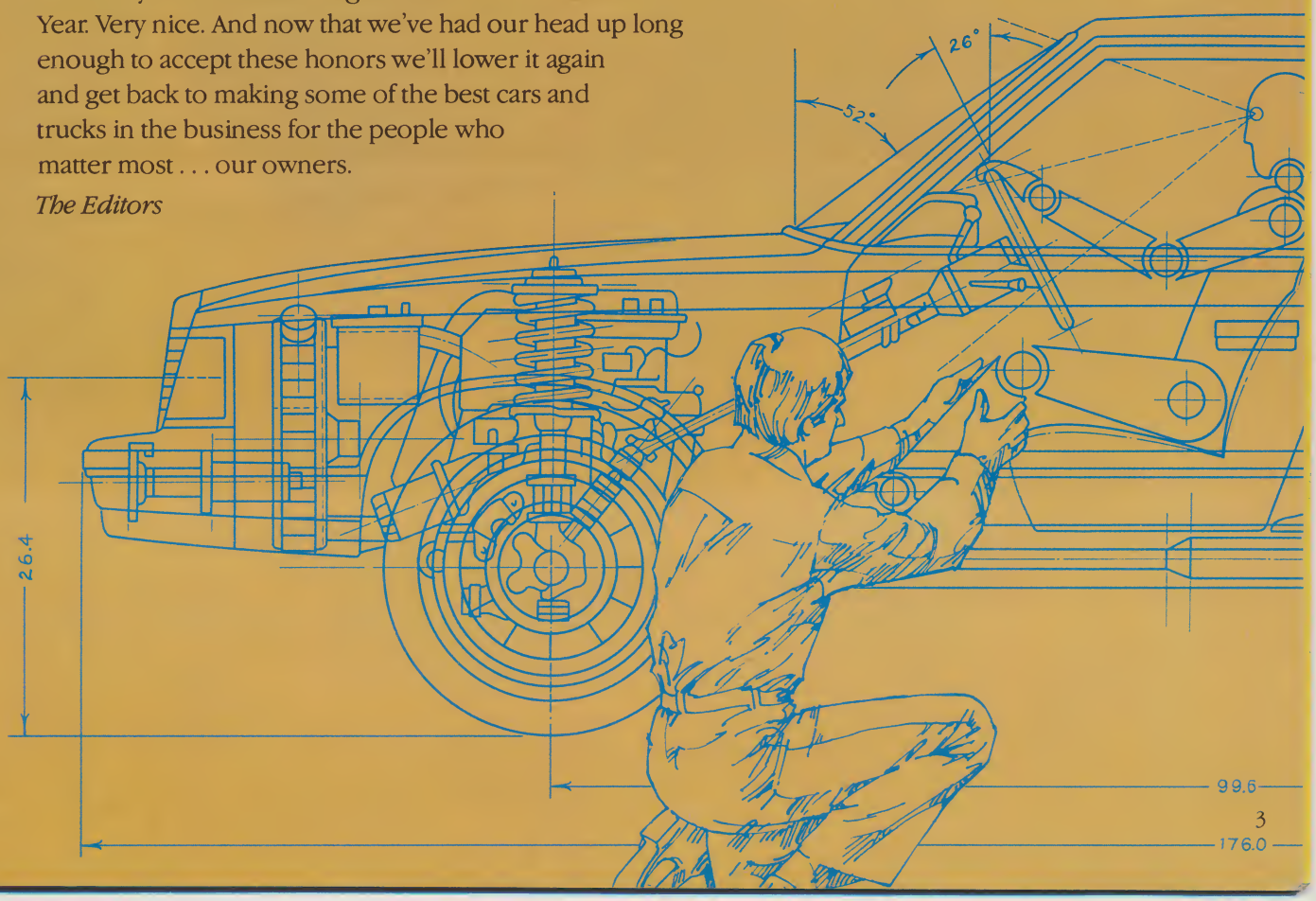
Then Uncle Sam tapped us on the shoulder and told us that our 1981 model lineup had the best Corporate Average Fuel Efficiency in the United States. Number one CAFE. That was satisfying. But there were more honors waiting in the wings.

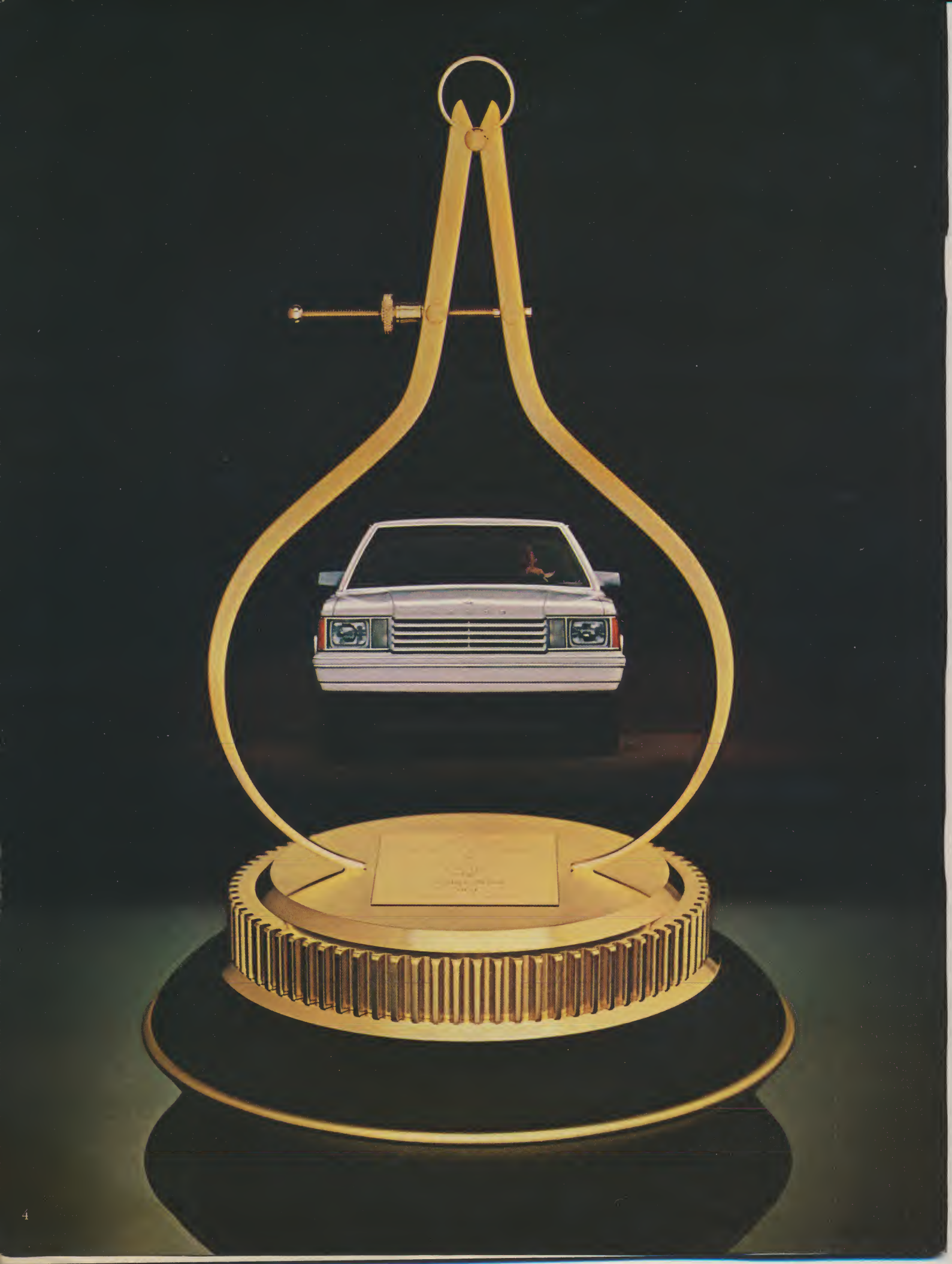
The prestigious Petersen Publishing's *Motor Trend* magazine declared that the Chrysler K Car coupe and sedan was their 1981 Car of the Year . . . the supreme accolade in the automotive industry. Now we did blush. This isn't just "another pretty silhouette" award. We last won the award in 1978 when Omni/Horizon was named Car of the Year. The Motor Trend professionals have a list of checks and tests that would do credit to a Marine drill sergeant. Recognition from *Motor Trend* is considered heavy stuff by our peer group, i.e., the other companies that make cars and trucks. On the heels of that award, the American Automobile Association—Triple A—named our K car, "Best of the 81's."

Then our cup ran over when Lee Iacocca was named *Motor Trend's* Man of the Year.

Finally, the slightly fantastic 1981 Dodge Ramcharger was named by *Four-Wheeler Magazine* as the Four-Wheeler of the Year. Very nice. And now that we've had our head up long enough to accept these honors we'll lower it again and get back to making some of the best cars and trucks in the business for the people who matter most . . . our owners.

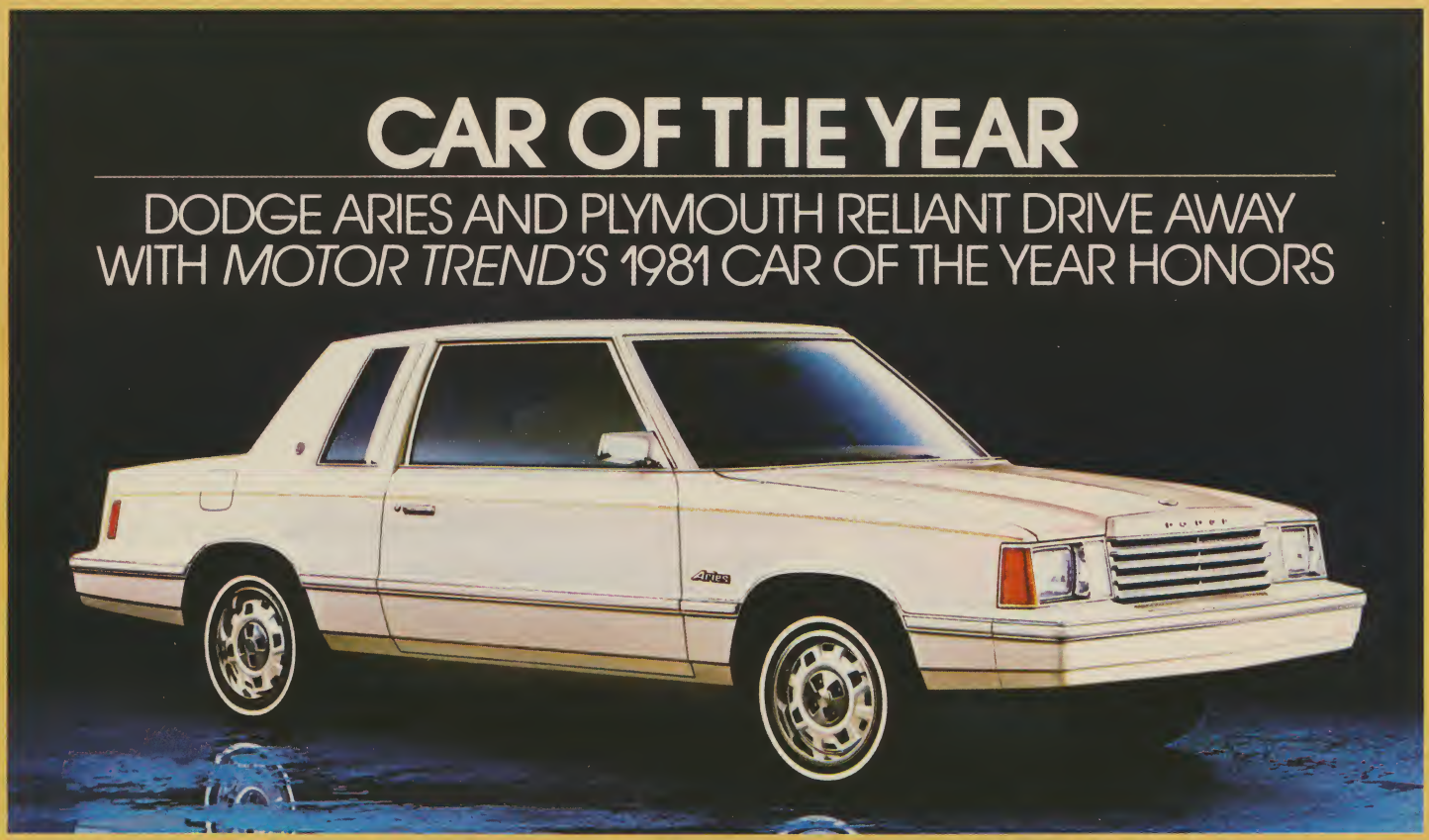
The Editors





CAR OF THE YEAR

DODGE ARIES AND PLYMOUTH RELIANT DRIVE AWAY WITH *MOTOR TREND'S* 1981 CAR OF THE YEAR HONORS



July, 1980. A group of writers and editors assemble in the Los Angeles headquarters of *Motor Trend,* considered by many America's leading automotive magazine.

The bulk of *Motor Trend's* 750,000 monthly circulation goes directly to the car-active, 18 to 34 year old, segment of the population most concerned with cars . . . all cars.

The automotive experts meet, behind closed doors, to select next year's Car of the Year contenders.

Nominees are drawn from all new domestic offerings, premiering at manufacturer's press previews in the late

spring and early summer. The editorial staff, having seen and test-driven the cars, now must choose only those vehicles representing the boldest, most innovative and contemporary advancements in engineering, packaging and dollar value.

Totally new concepts, industry refinements and technological advances make the decision process harder and harder each year. The staff finally narrows the field to seven entries . . . seven new cars ranging in price and market appeal. They are similiar in being technically interesting and potentially trend-setting.

The 1981 Car of the Year nominees are Plymouth Reliant, Dodge Aries, Oldsmobile Cutlass Diesel, Ford Granada, Ford Escort, Chrysler Imperial and Mercury Lynx.

October, 1980. Manufacturer's representatives deliver their respective cars to California's Riverside Raceway, where actual testing is about to get underway. In its turn, each car is instrumented individually with highly sophisticated portable test equipment. The system is completed with an on-board microcomputer designed to assimilate data fed to it by a rear mounted calibrated fifth wheel. To eliminate any variables in individual driving styles, each cars' instrumental testing is delegated to one staff member. And the same tests are run several times, to eliminate possible human testing inconsistencies.

- ☐ *Acceleration Data* is obtained through a quarter mile distance from a standing start. Equipment gives a printed readout for every 10 miles-per-hour speed increment. Accuracy is to one one-hundredth of a second.
- ☐ *Braking Performance* is tested from 60 and 30 miles per hour.
- ☐ *Handling* is evaluated over a 712-foot slalom course with six turns of increasing difficulty.

On the next two days, cars are tested for overall performance, passenger capacity and comfort, fuel economy, overall design concepts, exterior and interior fit and finish . . . over a specially laid-out 75-mile circuit of public roads around Riverside.

The New Chrysler Corporation knows a whole lot about Car of the Year honors. Chrysler has taken the award in 1951, 1957, 1969, and again in 1976. In 1978 the fabulous Dodge Omni was named *Motor Trend's* winner to maintain, again, Chrysler's amazing record of success.

Impressions are rated on a scale of 0-100 and recorded in a grade book. In total, 50 different vehicle areas are tested under eight different categories.

- ☐ *Fuel economy* is the final test, conducted over the same 75-mile city/country/highway course used in road testing for the last seven years. To make it really fair, *Motor Trend* drivers refrained from using

air conditioning or speed controls on freeways, and they kept the speed at 60 mph maximum.

The grueling days of testing, reviewing, evaluating end. And results are tabulated to determine *Motor Trend's* 1981 Car of the Year.

This year's choice of Chrysler's K Cars, Aries/Reliant coupe and sedan, reflects the combined wisdom of *Motor Trend's* seasoned editorial staff. It is their calculated conviction

that Aries/Reliant are the cars destined to change the way America drives . . . that these are trend setting cars, offering today's car owners comfort and fuel efficiency. And that comfort and efficiency extends to K Car station wagons, too.

Here is what *Motor Trend* actually said: "In this part of the new decade, Passenger Comfort, Ride & Drive, Styling & Design and, most important, Dollar Value are more relevant than all-out performance. In these classes, the K Car simply outscored its competition . . . But the thing we liked best about the K Car was the amount of overkill built into a vehicle that must satisfy such a large segment of the market. The standard suspension has more bravura than any normal driver will ever use, though at speeds under 40, it is mellow and compliant. On the open road, K Car acclimates itself accordingly, exhibiting a taut-feeling ride, minimal body roll, maximum steering input and a great feel for the road.

Still, the K Car is a basic car but one that shows all car-conscious people everywhere a large slice of uncompromised American know-how."

1981 K Car. *Motor Trend's* Car of the Year. It has a nice ring . . . and a very nice ride.

MAN-OF-THE-YEAR

In ceremonies carried out in early January, Lee A. Iacocca, Chairman of the Board of the Chrysler Corporation, was named *Motor Trend* Magazine's Man-of-the-Year.

The award was seen by many industry observers as well-earned recognition of Mr. Iacocca's unrelenting labors to keep the auto giant fully functional. His efforts were largely responsible for the enactment of the Chrysler Corporation Loan Guarantee Act which provided up to $1.5 billion in federal loan guarantees.

Sometimes obscured by Iacocca's efforts in the field of finance is the sales and engineering direction he continues to give the Chrysler Corporation. This direction has seen the introduction of the K Cars—Aries and Reliant—front-wheel drive coupes and sedans named Motor Trend's Car of the Year for 1981.

Iacocca sees the K Cars as the cutting edge of his drive to have the Chrysler Corporation become the first American autobuilder to convert its entire production of vehicles to front-wheel drive.

Chrysler has also accomplished the best projected 1981 Corporate Average Fuel Economy of the Big Three. This is demonstrative of the efficiency of Chrysler automotive engines and product mix.

In accepting a framed oil painting of himself, which showed some of his newest cars, Mr. Iacocca reflected that the Chrysler Corporation had come a long way in a short while and, with the continuing and strengthening support of the market-place, he plans that Chrysler will be back into solid profitability in the future.

When the New Chrysler Corporation recently announced its total commitment to quality, we knew it would take time for everyone to believe it. *But for the Corporation the time is now.* The 1981 Dodge Ramcharger has just been named *Four-Wheeler of the Year* by *Four-Wheeler Magazine.*

Motor Trend's Car of the Year; Ramcharger—Four-Wheeler of the Year; the all-new Dodge Ram Tough Pickups; best Corporate Average Fuel Economy; is it any wonder that we claim 1981 truly belongs to The New Chrysler Corporation.

Make no mistake, Ramcharger '81 worked hard to win this coveted award. Ramcharger offers new styling but this is not the only advantage Ramcharger enjoys over the competition.

Four-Wheeler Magazine says, "Breaking with the long standing tradition of a removable hardtop on utility wagons, the '81 Ram makes the first logical move toward lighter, more efficient vehicle design.

More from *Four-Wheeler:* "While the term all-new is overworked these days, that is the most apt description of the '81 Ramcharger. It looks new and it feels new. But don't be fooled. The new Ramcharger isn't a dressed-up cosmetic truck. Oh no! It still has *tough guts.* It still has 45 years of 4x4 experience behind it, and that 'Power Wagon' tradition going for it."

When 4x4 lovers start remarking about how Ramcharger's new lightweight liftgate helps keep the off-road dust problem to a minimum, or how the liftgate's precise caliper latches offer secure closure . . . well, you can't blame the good guys from Dodge City for being happy.

One more thing. While the new styling of Ramcharger is obvious, and the interior comfort and ride can be felt and appreciated, there's a side of Ramcharger that few ever see. The underside. Ramcharger is built on a very tough and durable 36,000-psi carbon steel frame with seven crossmembers for structural integrity. It may not sound like much to you while you're sitting there in your easy chair, but this fact will take on new meaning the next time you're bouncing along over some yet-to-be named, off-road tortuous trail.

The new award-winning Dodge Ramcharger for 1981. It's a product demonstrating The New Chrysler Corporation's commitment to quality and is designed and built by the same company which manufactures the U.S. Army's new super-efficient XM-1 tank. Enough said.

1981 Dodge Long Range Ram. More Truck Than Ford or Chevy ...And For Less Money!

Compare a Dodge Long Range Ram to its competition in features, payload, fuel capacity and range. Dodge gives you more than Ford or Chevy.

Compare styling. In addition to the new look (Ford is carryover, Chevy has only a new front end), Dodge offers styling touches such as bright bumpers, bright wheel covers, deluxe vinyl seat trim and Woodtone instrument cluster faceplate that are extra cost options, or not available on the base Ford and Chevy models.

Compare payload and toughness. 1981 Dodge Long Range Ram pickups carry the largest standard payloads. And Dodge hauls the load farther with a standard 30-gallon capacity fuel tank. Underneath it all, Dodge pickups are Ram Tough, with the best rust protection of all pickups. There's 340 square feet of galvanized steel . . . 123 square feet more than Ford . . . 62 square feet more than Chevy.

Now compare Manufacturers Suggested Retail Prices. Dodge is $135 less than Chevy.* $149 less than Ford.*

As a matter of fact, if you equip base Ford and Chevrolet pickups comparably to the Dodge Long Range Ram pickup, the Ford would cost you $791 more, and the Chevrolet $634 more than the Dodge Long Range Ram pickup.*

So there you have it. Solid reasons why we think you should consider a Dodge Long Range Ram pickup for 1981. You'll find that your hard-earned dollars go a lot farther in a Dodge.

Truck shown in picture has additional optional low-mount mirrors.

Here's how Dodge beats Ford and Chevy.

	Dodge D150 Sweptline Long Range Ram Pickup	Ford F-100 Styleside	Chevy C-10 Fleetside
Sticker Price (MSRP at Base) 6½-foot body	$5,877.00*	$6,026.00*	$6,012.00*
Body-Side Tape Stripe	Yes	41.00	NA
Bright Wheel Covers	Yes	42.00	24.00
Bright Windshield Molding	Yes	Yes	Yes
Bright Front Bumper	Yes	Yes	Part of Chrome Bumper Package
Bright Rear Bumper	Yes	82.00	111.00-Chrome Bumper Package
Aluminum Grille w/Bright Insert	Yes	46.00	Painted Insert
Bright Exterior Mirrors	Yes	Yes	Yes
In-Cab Hood Release	25.00	Std.	Std.
Woodtone Instrument Cluster Faceplate	Yes	Black Plastic	Black Plastic
Deluxe Vinyl Seat Trim	Yes	45.00	42.00
Fuel Capacity	30-gal.	177.00 (35.5 gals.)	177.00 (32.0 gals.)
Engine	225—6-cyl.	300—6-cyl.	250—6-cyl.
Transmission	4-spd. O.D.	4-spd. O.D. 234.00	4-spd.— 170.00
Galvanized Steel	340 sq. ft.	217 sq. ft.	278 sq. ft.
TOTAL COMPARABLY EQUIPPED	$5,902.00	$6,693.00	$6,536.00
Dodge Long Range Ram Pickup Savings Versus Competition		$(791.00)	$(634.00)

*Sticker price excluding taxes, destination charges and optional equipment. Prices effective as of February 6,1981. Sticker prices are different in the states of Cal., Hawaii, La., Mass., Miss., Neb., N.Y., Pa., and Wash. See your dealer for details. **Standard equipment levels vary.**

Dodge Trucks

RAM TOUGH

SAFETY, CONVENIENCE, RESALE VALUE...
THERE ARE SEVERAL GOOD REASONS FOR INCLUDING

OPTIONS IN YOUR ECONOMY CAR.

AIR CONDITIONING

Cool, comfortable, convenient! No longer an extravagance—it's a definite plus! Ease driving tension by traveling with the windows closed—shutting out traffic noises and odors. You're in your own private world of comfort—plus, you can listen to your radio or cassette player at your own special volume level. At trade-in time, you'll find that the extra value means that it has cost you very little to own air conditioning. See the cost example in the chart below!

POWER STEERING

Here's easier maneuverability and reliable last-minute direction changes in an emergency. And when it comes to parallel parking—you'll really appreciate the precise handling and reduced effort. You'll be more relaxed behind the wheel with power steering, and it adds value to your car at trade-in time, as shown in the chart below!

POWER BRAKES

Knowing that you can stop your car in a comfortable margin of safety gives you driving confidence and peace of mind. Power brakes are especially helpful in stop and go traffic and can make daily driving less tiring.

AUTOMATIC TRANSMISSION

TorqueFlite automatic transmission and TorqueFlite automatic transaxles (for front-wheel drive) is just the ticket if you do any city driving. The convenience of not having to change gears constantly is a worthwhile advantage—and so is its added value at trade-in time—shown in the chart below!

SPEED CONTROL

This is no longer just a fancy gadget—this feature can help you improve your fuel economy just by maintaining a constant traveling speed on the highway—plus there's no more foot strain on long trips. And it's easy to use. Speed control can also be a desirable selling point at trade-in time! See chart below!

HOW MUCH DO OPTIONS REALLY COST?

Over the duration of your ownership, the final cost of an option is far less than you might have imagined when you take into consideration the actual dollar value it adds to the resale value!

SEE HOW LITTLE IT CAN COST TO OWN THESE OPTIONS

OPTION	1. ORIGINAL STICKER PRICE VALUE;* 1978	2. AVERAGE RETAIL VALUE; 1981	3. AVERAGE COST TO OWN OPTION (Col. 1 less Col. 2)	4. AVERAGE COST PER MONTH (3 years) (Col. 3 ÷ 36)
AIR CONDITIONING based on 1978 Dodge Omni	$493.00	$250.00	$243.00†	$6.75†
AUTOMATIC TRANSMISSION based on 1978 Dodge Omni	$304.00	$175.00	$129.00†	$3.58†
POWER STEERING based on 1978 Dodge Omni	$148.00	$100.00	$48.00†	$1.33†
AUTOMATIC SPEED CONTROL cost based on 1978 Dodge Diplomat—not available in '78 on Dodge Omni	$99.00	$50.00	$49.00†	$1.36†

SOURCE: N.A.D.A. pricing for used cars, dated January 1, 1981 Midwest edition. *Excluding taxes and destination charges. †Monthly cost to own the item. Does not include costs of operating or using the item.

ISN'T IT WORTH THE FEW EXTRA DOLLARS FOR THESE CONVENIENCES? SEE YOUR DODGE DEALER!

THE NEW CHRYSLER CORPORATION

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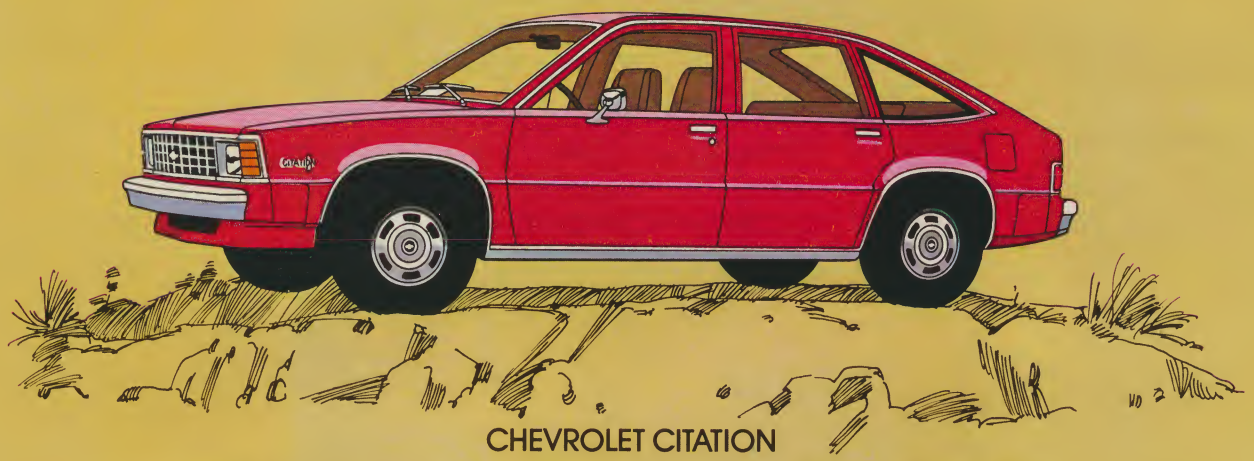

CHEVROLET CITATION

It Works. $6,270** 2-DOOR; $6,404** 4-DOOR

EPA FUEL ECONOMY RATINGS* 22 EST. MPG/35 EST. HWY.

Aries-K. It Works for Less.

$5,880** 2-DOOR; $5,980** 4-DOOR

EPA FUEL ECONOMY RATINGS* 25 EST. MPG/41 EST. HWY.

*Use EPA EST. MPG figures for comparison. Your mileage may vary depending on your speed, trip length and weather conditions. Actual highway mileage will probably be lower than highway estimate. California; Aries 24 EPA EST. MPG/39 EST. HWY.

**Base Sticker prices, excluding destination charges, title and taxes. Prices differ in the states of Cal., Hawaii, La., Mass., Miss., Neb., N.Y., Pa. and Wash. See your dealer for details and current prices. Aries-K optional white sidewall tires shown are priced at $51.00.

IVERS BY INE ON PRICES!

Now Dodge Aries-K gives you more for less.

Dodge Aries-K, Motor Trend's Car of the Year for 1981, not only beats Citation with more seating capacity and significantly higher fuel economy—Aries-K is a great value! *And we held the line on prices!*

Take a look at all three models of Aries-K described below—see how we out-value the competition:

ARIES-K—its $5,880 sticker price is still a winner!

Including these standard features: • Trans-4, 2.2-liter overhead cam engine • Four-speed manual overdrive top-gear ratio transaxle • Electronic fuel control system • Seating for six passengers • Front-wheel drive • Luxury steering wheel • Front disc brakes, rear drum brakes • Glass-belted radial-ply tires • Rack-and-pinion steering • Color-keyed wraparound wide-vinyl side molding • Custom pleated interior with vinyl bench seats • Deluxe color-keyed seat belts • Color-keyed carpeting • Concealed windshield wipers • Inside hood release • Day/night mirror

SEE HOW ARIES-K OUT-VALUES THE COMPETITION!

2-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Dodge Aries-K Coupe	**41†**	**25 †**	**6**	**Front**	**$5,880**
Chevrolet Citation 2-Door Hatchback	35	22	5	Front	$6,270
Oldsmobile Omega 2-Door Coupe	35	22	5	Front	$6,343
Buick Skylark 2-Door Coupe	35	22	5	Front	$6,405
Ford Fairmont 2-Door Sedan	34	23	5/6	Rear	$6,091
Ford Granada 2-Door Sedan	34	23	5/6	Rear	$6,474

4-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Dodge Aries-K 4-Door Sedan	**41†**	**25 †**	**6**	**Front**	**$5,980**
Chevrolet Citation 4-Door Hatchback	35	22	5	Front	$6,404
Buick Skylark 4-Door Sedan	35	22	5	Front	$6,551
Ford Granada 4-Door Sedan	34	23	5/6	Rear	$6,633
Oldsmobile Cutlass 4-Door Sedan	27	17	6	Rear	$7,531
Chevrolet Malibu 4-Door Sedan	26	19	6	Rear	$6,698

ARIES-K CUSTOM—Outstanding value

Including all of the standard equipment listed above for the Aries-K, plus the following: • Custom Cloth-and-vinyl seats and door trim (vinyl seats on wagon) • Digital clock • AM radio* • Luxury steering wheel • Glove box lock • Cigarette lighter • Halogen headlamps • Bright hood rear molding • Woodgrain instrument panel applique • Rear ash trays (2-Door) • Quarter window louvers in two-door • Bright taillamp trim • Upper door and belt molding • Power brakes on station wagon • Fold-down rear seat on wagon

*May be deleted for credit on factory orders.

4-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Aries Custom	**41†**	**25 †**	**6**	**Front**	**$6,448**
Skylark	35	22	5	Front	$6,551
Granada L	34	23	5/6	Rear	$6,633
Cutlass	27	17	6	Rear	$7,531
Malibu	28	20	6	Rear	$6,698

ARIES-K CUSTOM OUT-VALUES COMPETITION!

2-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Aries Custom	**41†**	**25 †**	**6**	**Front**	**$6,315**
Omega	35	22	5	Front	$6,343
Skylark	35	22	5	Front	$6,405
Granada L	34	23	5/6	Rear	$6,474

Wagons	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Aries-K Custom Wagon	**40‡**	**24 ‡**	**6**	**Front**	**$6,721**
Cutlass Wagon	30	21	6	Rear	$7,644
LeMans Wagon	30	21	6	Rear	$7,483
Datsun 810 Wagon	34	23	4	Rear	$8,329

ARIES-K SE—Our top-of-the-line car is even better! We've added equipment and held the line on prices!

Including all of the standard equipment listed above for the Aries-K Custom, plus the following: • Deluxe wheel covers • Body stripe (not on wagon) • Premium woodgrain instrument panel applique • Premium bench seat cloth trim • Left remote mirror • Power steering • Trunk dress-up (not on wagon) • Special sound insulation • Dual horns • Power brakes • Body-side and rear woodgrain panels

ARIES-K SE

2-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Aries-K SE	**41†**	**25 †**	**6**	**Front**	**$6,789**
Skylark Limited	35	22	5	Front	$6,860
Granada GL	34	23	5/6	Rear	$6,875

4-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Aries-K SE	**41†**	**25 †**	**6**	**Front**	**$6,933**
Skylark Limited	35	22	5	Front	$7,007
Granada GL	34	23	5/6	Rear	$7,035
Cutlass Supreme Brougham	30	21	6	Rear	$8,327
Malibu Classic	28	20	6	Rear	$7,073

Wagon Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
Aries-K SE Wagon	**40‡**	**24 ‡**	**6**	**Front**	**$7,254**
Cutlass Brougham Wagon	30	21	6	Rear	$7,953
Gran LeMans Wagon	30	21	6	Rear	$7,893
Datsun 810 Wagon	34	23	4	Rear	$8,329

† 39 EST. HWY. and 24 EPA EST. MPG in California

‡ 38 EST. HWY. and 24 EPA EST. MPG in California

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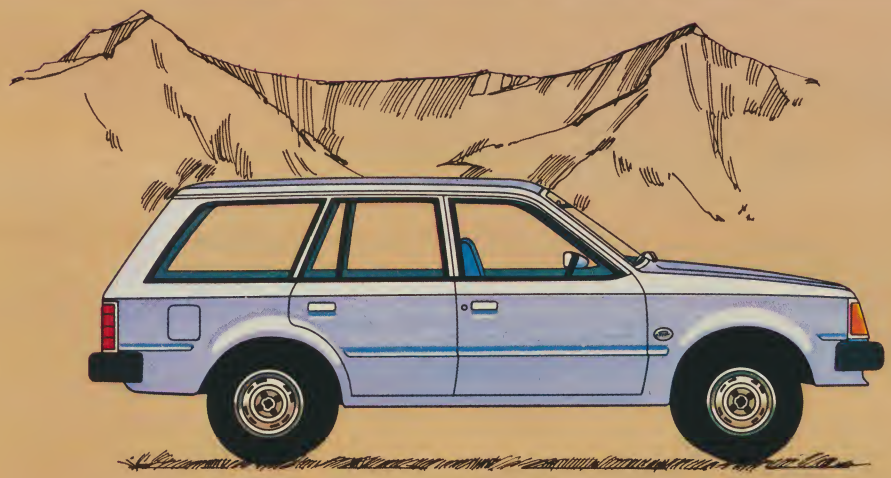


The World Car. FORD ESCORT 4-DOOR LIFTGATE **$5,544****

EPA FUEL ECONOMY RATINGS* **27** EST. MPG/**42** EST. HWY.

OMNI and 024 Misers. The World Beaters. $5,299**

EPA FUEL ECONOMY RATINGS* **30** EST. MPG/**50** EST. HWY.

*Use EPA EST. MPG figures for comparison. Your mileage may vary depending on your speed, trip length and weather conditions. Actual highway mileage will probably be lower than highway estimate. EPA ratings do not apply to Misers built before 11-18-80.

Base sticker prices, as of February 6, 1981, excluding destination charges, title and taxes. Prices differ in the states of Cal., Hawaii, La., Mass., Miss., Neb., N.Y., Pa. and Wash. See your dealer for details and current prices. WSW tires $52 extra on Omni and $58 extra on 024. **Standard equipment levels vary.

HE WORLD WITH CARS
HE COMPETITION!

Now Dodge 024 and OMNI give you much more for less.

The two-door and four-door Misers—the first American gas powered cars to be rated at 50 miles per gallon on the highway! Both Miser models continue to be a fantastic value, because they're priced right for today's economy. And now, Dodge 024 and Omni take on Escort with new value and zeal.

Compare our front-wheel-drive cars described below and see for yourself how we out-value the competition!

024 MISER

New offering from Dodge; economy and sportiness!

INCLUDING THESE STANDARD FEATURES:

• 1.7-liter overhead cam 4-cylinder engine especially calibrated for fuel efficiency • Special 2.6:1 overall top gear ratio four-speed manual transaxle for added fuel economy • Seating for five passengers • Front-wheel drive • Front disc brakes, rear drum brakes • Glass-belted radial-ply tires P175/75R13 • Rack-and-pinion steering • Available in 11 exterior color choices and two extra-cost colors • Choice of two interior vinyl-trim colors featuring custom front high-back bucket seats and folding rear seat for added cargo area • Cloth-and-vinyl seats are now optional and available in 3 colors • Tinted glass • Color-keyed carpeting • Inside hood release • Convenient rear hatch • Front arm rests • Front and rear protective rub strips • Belt molding

SEE HOW 024 MISER OUT-VALUES THE COMPETITION!

2-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
DODGE 024 MISER	**50**	**30**	**5**	**FRONT**	**$5,299**
Honda Prelude	36	27	4	FRONT	$7,695
Datsun 200 SX	39	28	4	REAR	$7,389
Mustang	34	23	4	REAR	$6,467
Toyota Celica GT	37	25	4	REAR	$7,409
VW Scirocco	40	25	4	FRONT	$8,495

OMNI 4-DOOR MISER

Now with Custom high-back vinyl bucket seats!

INCLUDING THESE STANDARD FEATURES:

• 1.7-liter overhead cam 4-cylinder engine especially calibrated for fuel efficiency • Special 2.6:1 overall top gear ratio four-speed manual transaxle for added fuel economy • Seating for five passengers • Front-wheel drive • Front disc brakes, rear drum brakes • Glass-belted radial-ply tires P175/75R13 • Four-door convenience • Rack-and-pinion steering • Inside hood release • Available in 11 exterior color choices and 2 extra-cost colors • Choice of two interior vinyl-trim colors with Custom front high-back bucket seats and folding rear seat for added cargo area • Cloth-and-vinyl seats now optional and available in 3 colors • Front arm rests • Color-keyed carpeting • Convenient rear hatch

OMNI MISER OUT-VALUES THE COMPETITION, TOO!

4-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
DODGE OMNI MISER 4-DR. HATCHBACK	**50**	**30**	**5**	**FRONT**	**$5,299**
Ford Escort 4-Dr. Liftgate	42	27	4	FRONT	$5,544
VW Rabbit L 4-Dr. Liftback (Gasoline engine)	42	28	4	FRONT	$6,520
Datsun 510 4-Dr. Hatchback	41	30	4	REAR	$6,839
Toyota Corolla Deluxe 4-Dr. Sedan	39	28	4	REAR	$5,608
Chevrolet Chevette 4-Dr. Liftback	39	30	4	REAR	$5,294

024

Now $211 less than its former sticker price!

INCLUDING ALL THE STANDARD EQUIPMENT LISTED FOR THE 024 MISER ABOVE, PLUS THE FOLLOWING:

• Premium level interior w/low-back vinyl bucket seats with passenger-side recliner and deluxe color-keyed seat belts • Woodgrain applique on instrument panel • Sport steering wheel • 2.2-liter engine • Moldings, sill, drip rail and wheel lip • Rear pillar louvers • AM radio • Rallye wheels • Glove box lock, day/night mirror and cigarette lighter

This standard equipment list applies to 024's built after 2-5-81.

024 FAR OUT-VALUES THESE COMPETITORS:

2-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
DODGE 024	**41** **39 Calif.**	**25** **24 Calif.**	**5**	**FRONT**	**$5,938**
Honda Prelude	36	27	4	FRONT	$7,695
Datsun 200 SX	39	28	4	REAR	$7,389
Mustang	34	23	4	REAR	$6,467
Toyota Celica GT	37	25	4	REAR	$7,409
VW Scirocco	40	25	4	FRONT	$8,495

OMNI 4-DOOR

With added features for added value!

INCLUDING ALL OF THE STANDARD EQUIPMENT FOR THE OMNI MISER LISTED ABOVE, PLUS THE FOLLOWING:

• AM Radio • Fold-down shelf panel • Sport steering wheel • Sill molding • Woodgrain applique on instrument panel • Day/night mirror • Bumper rub strips • Premium level interior with low-back vinyl bucket seats and passenger-side recliner • Cigarette lighter • Glove box lock • Deluxe color-keyed seat belts • Glass-belted radial tires P155/80R13 • 2.2-liter engine

OMNI OUT-VALUES THESE COMPETITORS, TOO!

4-Door Models	Est. Hwy.*	EPA Est. MPG*	Passenger Room	Type of Drive	Base Sticker Price**
DODGE OMNI 4-DR. HATCHBACK	**41** **39 Calif.**	**25** **24 Calif.**	**5**	**FRONT**	**$5,836**
Escort L 4-Door Liftgate	42	27	4	FRONT	$5,953
VW Rabbit L 4-Dr. Liftback (Gasoline engine)	42	28	4	FRONT	$6,520
Datsun 510 4-Dr. Hatchback	41	30	4	REAR	$6,839
Toyota Corolla Deluxe 4-Dr. Sedan	39	28	4	REAR	$5,608

"HEY, THAT'S MY K CAR!"

Peter Saunders, Mansfield, Massachusetts

The New Chrysler Corporation's K cars were first publicized on television or featured in magazines. That first look was all it took to attract many Americans to The New Chrysler Corporation's Car of the Year. So by the time Dodge Aries and Plymouth Reliant finally took their show on the road last fall, they had already acquired a large and increasingly loyal following.

Men and women from all over the country, engaged in various occupations and pursuits, representative of different lifestyles and backgrounds, with diverse driving needs, unanimously decided to buy a K Car. They were sold on many features—ranging from the right mid-size to the right style to front-wheel-drive, to fuel-efficient, made-in-America vehicles.

Have their K Cars met their greatest expectations? To find out, we asked them. Here's what we learned.

"HEY, THAT'S MY 4-DOOR ARIES SE!"

Early pictures of the K Car impressed Mansfield, Massachusetts, engineer Peter Saunders. So did the car's size, emphasis on quality and design. Design especially, since Saunder's company manufactured some of the metric precision instruments used in creating the K's.

Now, all of the Saunders' (a family of four)—including their Basset Hound—are more than satisfied with their new Nightwatch Blue Aries sedan. And the comments they've been receiving, mostly about the car's "crisp styling" have been more than favorable.

"In fact, two people told me it looks like a Cadillac," said Saunders.

Appearance aside, the engineer added: "It's nice to see a car that is so adequate to our needs. Compared to my '76 Aspen, the Aries is smaller outside. But there's more usable interior room.

"The engine is very accessible," Saunders said. "The finish is noticeably better than other cars I've owned. And so far, there is very little to take care of."

Northern New Englanders need front-wheel drive because of harsh weather, snow, cross-winds and mountainous terrain. How does the K Car handle?

"It's very responsive," answered Saunders. "It's a fun car to drive."

HEY, THAT'S OUR ARIES COUPE!"

Dale and Irene Wineberg of Hillsboro, Oregon, a Portland suburb, traded in their 1977 Dodge Diplomat for a new 2-door Dodge Aries K. And what a trade they made!

Despite their past driving record—characterized by "bigger, heavier cars...with air conditioning and the whole works"—the transition into a K Car proved as smooth as freshly laid pavement.

"You still get a full-size feeling in the Aries," Wineberg said. "There is plenty of legroom and headroom. I've easily sat three grown men in the back seat."

Wineberg, a Teamsters Union official, plans to retire soon. But in the meantime, he manages to put thousands of miles on his car, driving around the state for his job. So far, in the few months he has owned his Aries, he hasn't run into a bit of trouble.

"There are no rattles. No road noises. And I like front-wheel drive," Wineburg said.

He added: "Chrysler products always give me good luck."

Would Wineburg recommend Dodge Aries to those Americans in the market for a more fuel-efficient automobile?

"Yes, I'd recommend this car for anyone interested in economy (of ride) and satisfaction (of room)."

"HEY, THAT'S MY DODGE ARIES COUPE!"

Carl Dariano of Long Island, New York, used to own a big gas-guzzling car, made by one of Chrysler's competitors. Gas bills got him down.

"You couldn't get by a gas station without pulling in and dishing out $20-25," he said. He needed fuel-efficiency . . . right away!

Today, a much happier Mr. Dariano owns a white 2-door Dodge Aries with gold pinstriping.

"We're crazy about the car in terms of economy," said this maintenance mechanic for Pan American World Airways.

Dariano says his wife uses the K Car for transportation to and from work, about 20 miles away.

"Quite a few people stop her to say what a pretty car it is," Dariano added.

In fact, styling was a big consideration when they purchased the car.

"We looked at others, but liked the looks of the K Car. It looks like an automobile," said Dariano. "It gives the appearance of a real car rather than one of those foreign things."

"HEY, HEY, HEY! THAT'S MY ARIES!"

"I love it," said Melanie Gorton of Denver, Colorado, talking about her new Dodge Aries, of course.

"It's fantastic in snow. Just the other day, I drove it up about 8,000-9,000 feet, in the mountains, and it handled marvelously.

"It's fantastic," she said. "I'm averaging better gas mileage than the EPA estimates.*

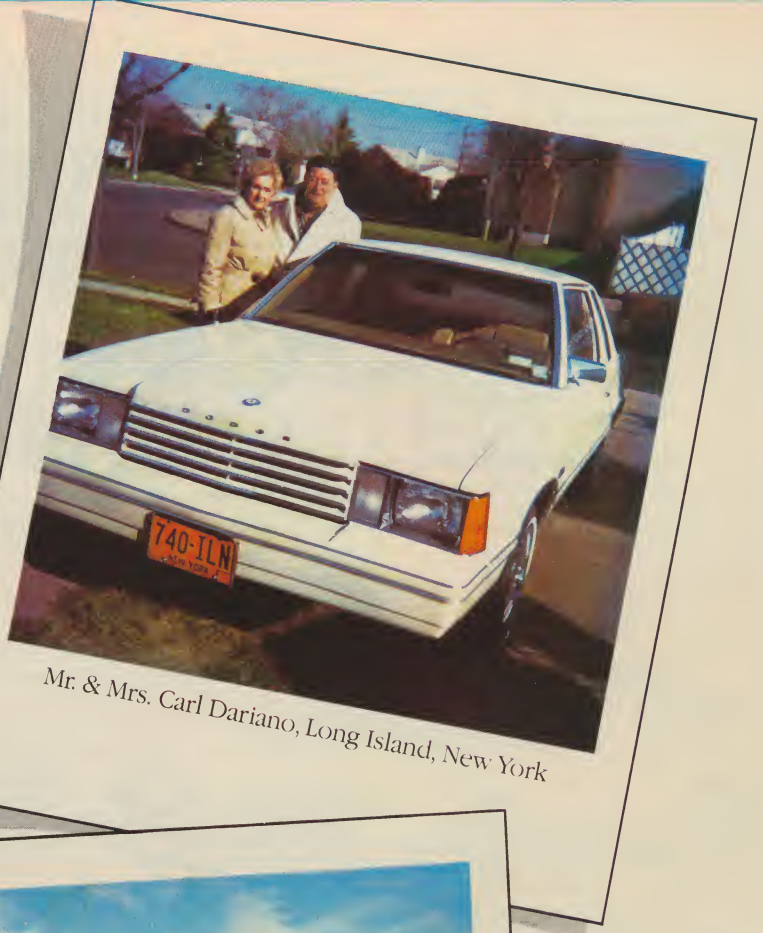
"The trunk is amazing. It's surprising how much you can get into it.

"Yes, I looked at all the other new domestic cars on the market. But in my estimate, Dodge Aries was the nicest looking and the best priced model.

"It's suitable for every American. You can have a family or be single, like me, and still be very happy with this car.

"The truth is," Gorton finally confessed, "I'm having a love affair with my K Car."

*25 EPA EST. MPG and 41 Est. Highway MPG.



Mr. & Mrs. Carl Dariano, Long Island, New York

Mr. & Mrs. Dale Wineberg, Hillsboro, Oregon

"HEY, THAT'S MY DODGE ARIES SEDAN!"

Truck driver, Ed Reagle of Williamstown, New Jersey, wanted a family car that got good gas mileage. The new car had to be roomier than the 1980 Colt Reagle had. He needed more space to transport his three children. Mileage was important because wife Shirley's trips to and from work in Atlantic City, some 40 miles each way, were eating away sizeable chunks of the family's budget.

Mrs. Reagle's first choice was the Dodge Aries 4-door sedan. And that's what they bought as soon as the Aries came on the market.

Now, Reagle says: "Anybody that doesn't buy this car is nuts. My wife loves it. In fact, she says she was made for this car.

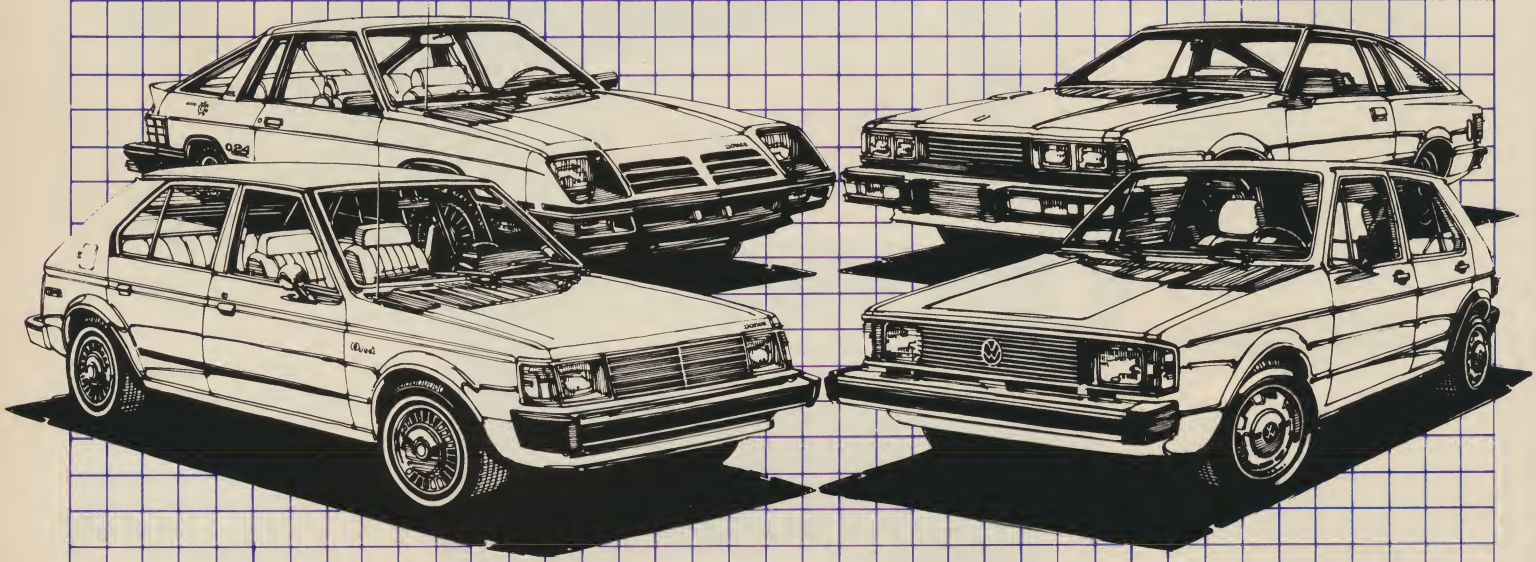
"And our fuel costs are down more than half."

Reagle added that his wife is so taken with the Aries, she only allows him to drive the car on weekends. So, when he's not transporting cargo across the country in his truck, he's content driving his Colt.

"I have been a Ford man all my life. But now I have two Chrysler products. As long as Chrysler continues putting out such quality, why shouldn't I buy their products?"

Why indeed, Mr. Reagle?

ON ONE
OMNI VS RABBIT & 024 VS DATSUN 200SX



THE RESULTS ARE IN... DODGE BEATS GERMANY AND JAPAN AT THEIR OWN GAME!

Who says Germany and Japan build the best small cars? Certainly not the overwhelming majority of people who compared 1981 models of Dodge Omni and 024 with VW Rabbit and Datsun 200SX in a recent survey conducted by the Nationwide Consumer Testing Institute. Nationwide, a highly respected independent laboratory which celebrated its 100th anniversary last year, has been in the consumer research end of the business for over 30 years. So it came as no surprise to anyone in either the research, marketing or automotive fields that Chrysler chose them to set up official comparison tests between the Dodge, VW and Datsun offerings.

Why bother with such tests in the first place? Consumer comparison surveys are a fairly commonplace practice in the automotive business . . . in just about any business dealing with manufactured goods, in fact. Such comparisons give manufacturers a good idea of what the public wants from the products they buy and how their products stack up against the competition. This enables manufacturers to analyze their product strengths and weaknesses and improve the product for greater public acceptance and, of course, sales. All this means that the consumer has as much to gain as the manufacturer. Maybe even more.

In this particular case, Chrysler wanted to know just how well their Dodge Omni, *Motor Trend* magazine's 1978 Car of the Year, and 024, America's first front-wheel-drive sport coupe, would do in a head-to-head meeting with their chief foreign-built competitors—VW's famed Rabbit and Datsun's hot-selling, sporty 200SX hatchback. The information gathered would be used in planning future editions of both Dodges.

Two test panels of fifty people each were chosen. For the Omni/Rabbit comparison, these were men and women who indicated that they would buy an import the next time

they purchased a car and also indicated they were skeptical about a report of the test between a 1980 Omni and a 1980 Rabbit in which Omni was preferred to the Rabbit by a score of 50 to 0. In the case of the 024/200SX comparison, the panel consisted of fifty men and women who also indicated a distinct preference for an import as their next new car.

Both groups were chosen from the greater Los Angeles Metropolitan area which is one of the most automotive-conscious sections of the country outside of Detroit. Car buyers in Los Angeles also tend to be more objective since their links with specific auto companies are minimal at best in comparison to Detroit, where product allegiance is very often tied to employment with a specific manufacturer or supplier to that manufacturer.

There were two parts to each test . . . one, a static evaluation of styling and convenience, the other a "ride and drive." A special 2.4-mile test route was selected in Los Angeles, the start-finish point near the famed Sunset Boulevard. The route contained a variety of road surfaces, curve and contours, including a stretch of the San Diego Freeway, to give the participants as good an idea of each car's driving and riding comfort in as short a distance as possible.

Upon arrival at the test site, each participant was instructed by a trained interviewer as to the nature of the program and the characteristics he or she would be called upon to compare and evaluate. Before beginning the evaluation, each participant was given instruction guides that covered the various questions to be asked about styling and convenience as well as ride, handling and performance characteristics. Each participant's final evaluation of overall superiority were based on those categories.

Half of the test panel participated in the styling/convenience portion of the survey first, followed by the ride and drive portion. The other half participated in the two portions in reverse order. After being given an opportunity to inspect and compare cars, participants were asked to evaluate each car's styling and convenience characteristics.

In the ride and drive phase, two participants and one interviewer rode over the entire 2.4-mile test route in each car, alternating as both driver and passenger. Each was then individually asked to evaluate each car's ride and driving characteristics.

Upon completion of both phases, each participant was asked two questions. One was: "Based on your comparisons and evaluations of styling, convenience, driving and riding comfort, which of the two cars would you say is superior overall?" The other: "Based upon these prices (sticker price, as equipped), as well as the evaluations you just completed, which of the two cars would you say is the greater value?"

The Nationwide Testing people, being appropriately objective as befits their position and profession, most probably did not bat an eye or arch a brow at the results. The same could hardly be said of the obviously partisan folks at Chrysler. As good as they know their products to be, it's safe to say that they were at least pleasantly surprised—not that the Omni and 024 won, but that they won by such a margin.

As you can see by the One-on-One comparison charts on this page, 42 out of 50 respondents personally judged Dodge Omni superior overall to VW Rabbit, while 39 out of 50 chose 024 over Datsun 200SX. Now ask yourself who builds the best small cars available in America.

Better yet, conduct an informal "one-on-one" survey of your own . . . just you and a Dodge Omni or 024. It's simple. Visit your nearby Dodge dealer. Tell him what you're up to. He'll be glad to take you around and through the car of your choice and he'll arrange for you to take a test drive. You'll probably find a pleasant surprise or two in store for you.There are no obligations.

ONE-ON-ONE COMPARISON TEST RESULTS

OMNI	DRIVE TEST	RABBIT
36	Superior Overall Driving Ease	14
35	Superior Cornering Ability	15
17	Superior Acceleration From a Standing Start	33
24	Superior Pickup and Passing Ability	26
33	Superior Automatic Transmission Smoothness	16*
38	Superior Braking Ability	12
43	Superior Windshield Washer Operation	7
	RIDE	
45	Superior Riding Smoothness	5
41	Superior Riding Steadiness	9
44	Superior Quietness	6
48	Superior Seating Comfort	2
46	Overall Riding Comfort	4

OMNI	CONVENIENCE	RABBIT
41	Superior Door Handle Operation	9
34	Greater Glove Compartment Capacity	16
44	Superior Window and Door Lock Operation	6
32	Superior Ashtray Convenience and Accessibility	18
48	Superior Interior Lighting	2
47	Superior Front Seat Room	3
50	Superior Rear Seat Room	0
48	Superior Ease of Entry and Exit	2
44	Greater Luggage Capacity	6
42	OVERALL SUPERIORITY	8

*Total less than 50 due to "No Preference" response.

024	DRIVE TEST	200SX
29	Superior Overall Driving Ease	21
33	Superior Cornering Ability	17
30	Superior Acceleration From a Standing Start	20
35	Superior Pickup and Passing Ability	15
35	Superior Automatic Transmission Smoothness	15
35	Superior Braking Ability	15
36	Superior Windshield Washer Operation	14
	RIDE	
35	Superior Riding Smoothness	15
34	Superior Riding Steadiness	16
34	Superior Quietness	16
39	Superior Seating Comfort	11
36	Overall Riding Comfort	14

024	CONVENIENCE	200SX
39	Superior Door Handle Operation	11
39	Greater Glove Compartment Capacity	11
27	Superior Window and Door Lock Operation	23
44	Superior Ashtray Convenience and Accessibility	6
40	Superior Interior Lighting	10
45	Superior Front Seat Room	5
47	Superior Rear Seat Room	3
40	Superior Ease of Entry and Exit	10
49	Greater Luggage Capacity	1
39	OVERALL SUPERIORITY	11

*Total less than 50 due to "No Preference" response.

RAM TOUGH SAVINGS ON RAM TOUGH TRUCKS.

All Dodge pickups for 1981 offer many competitive advantages. Things like new aerodynamic styling, front to rear. New interiors. Twice as much galvanized steel as last year, more galvanized steel than Ford or Chevy. Ram Tough suspensions help give Dodge eight-foot Sweptline pickups bigger standard payloads than comparable Ford or Chevy models. All these advantages can be yours with Dodge for '81.

But the best news is the new value we've added to the trucks we call Prospector. Depending upon which of the two Prospector Sweptline Packages you buy, you can save up to $725.

WHAT'LL YOU HAVE?

In addition to all the popular features shown at right, you can have your Prospector in two-wheel drive or four-wheel drive models. You can choose the standard six-cylinder engine or an optional V-8. Take your pick of either a 6½-foot or 8-foot Sweptline box model. And of course, you can outfit your Prospector with the standard four-speed manual transmission or optional automatic. Dodge Prospector for 1981—it's Ram Tough and loaded with value! Available in D150, D250, D350, W150 and W250 Sweptline pickup models.

PROSPECTOR PACKAGE #1
DISCOUNT SAVINGS OF UP TO $250.*

For example: D150 Package Equipment

- ☐ Custom S.E. Trim
- ☐ Two-Tone Paint
- ☐ 30-Gallon Fuel Tank
- ☐ Oil Pressure, Temperature Gauges and Trip Odometer
- ☐ Bright Rear Bumper
- ☐ Bright Wheel Covers
- ☐ Power Steering (Std. W150/W250)
- ☐ Power Brakes
- ☐ Hood Insulation Pad
- ☐ Bright Low-Mount Mirrors
- ☐ Convenience Package
- ☐ Halogen Headlamps

LAIM ON DODGE PROSPECTOR UP TO $725

☐ Ram's Head Hood Ornament
☐ Prospector Nameplate

PROSPECTOR PACKAGE #2
DISCOUNT SAVINGS OF UP TO $500.*

For example: D150 Package Equipment
All of the items listed in Package #1 plus the following:

☐ Tinted Glass
☐ Air Conditioning
☐ Electronic Digital Clock
☐ AM/FM/Stereo Radio
☐ Bright Grille
☐ Light Package
☐ Heavy-Duty Front Springs

ADD THIS AM/FM STEREO CB RADIO TO EITHER PROSPECTOR PACKAGE AND SAVE AN ADDITIONAL $225.* A TOTAL SAVINGS OF EITHER $475* OR $725.*

*Based on the sticker prices of the options in the packages, if purchased separately.

1981 DODGE TRUCKS ARE RAM TOUGH

MEET THE MIGHTY MISER... ANOTHER NO.1

MISER BREAKS THE 50 EST. HIGHWAY MPG BARRIER . . . AND GETS 30* EPA EST. MPG, TOO.

We lined up the competition. There they stood—Ford Escort Liftgates, Chevy Chevettes and VW Rabbits. All of them are American-built, gasoline-powered economy cars. In the same category is the 1981 Dodge Omni Miser . . . in the same category but in a class by itself.

The simplest comparison test was Miles Per Gallon. After all, the government handles that one, so there was just the exercise of checking the figures. The figures are great.

MISER IS THE NO. 1 AMERICAN-MADE CAR WHEN IT COMES TO HIGHWAY GASOLINE ECONOMY.

Miser does it by getting an estimated highway total of 50 miles per gallon; Miser gets an amazing EPA EST. MPG figure of 30.* Miser's 50/30* figures are also applicable in California.

How about the competition? Glad you asked. Their fuel economy statistics are Ford Escort 4-Door Liftgate 42/27 . . . Chevy Chevette 39/30 (37/28 Calif.) . . . VW Rabbit 42/28. No contest for Miser.

Miser wins in other areas, too.

Miser's passenger seating is another leadpipe cinch. Omni Miser seats five while the others only seat four. It makes a great statistic for those who like these kind of comparisons.

MISER HAS 25% MORE PASSENGER SEATING THAN ESCORT, CHEVETTE OR VW RABBIT.

That's pretty comforting when you need that extra passenger space.

At $5,299,† Omni Miser comes up with the lowest base sticker price, too. That's $95 less than Chevette 4-Door, $432 less than Escort 4-Door Liftgate, and an incredible $1,221 less than the VW Rabbit "L" 4-Door. That's saving money twice. You save with the extra mileage that Miser gives you, and you save with a smaller sticker price.

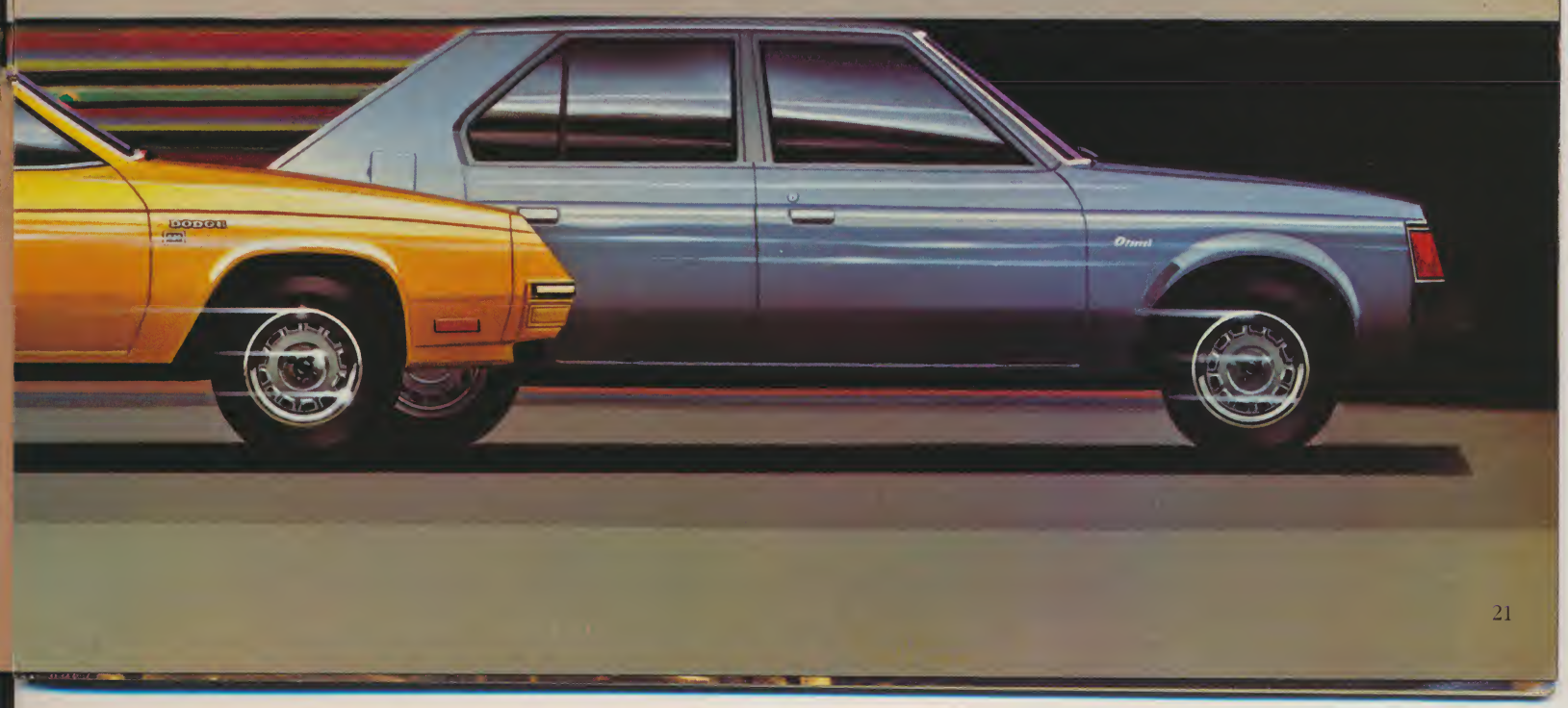
Oh, yes. One other thing. With an estimated highway rating of 50 miles per gallon, Miser delivers the longest estimated highway driving range, an astonishing 650** miles and an EPA EST. driving range of 390** miles. The closest this competition can come is Chevette with a 49-state 487.5** mile Est. Highway driving range and an EPA EST. driving range of 375** miles. That is a difference in Miser's favor of 162.5** miles per tank in Est. Highway driving range.

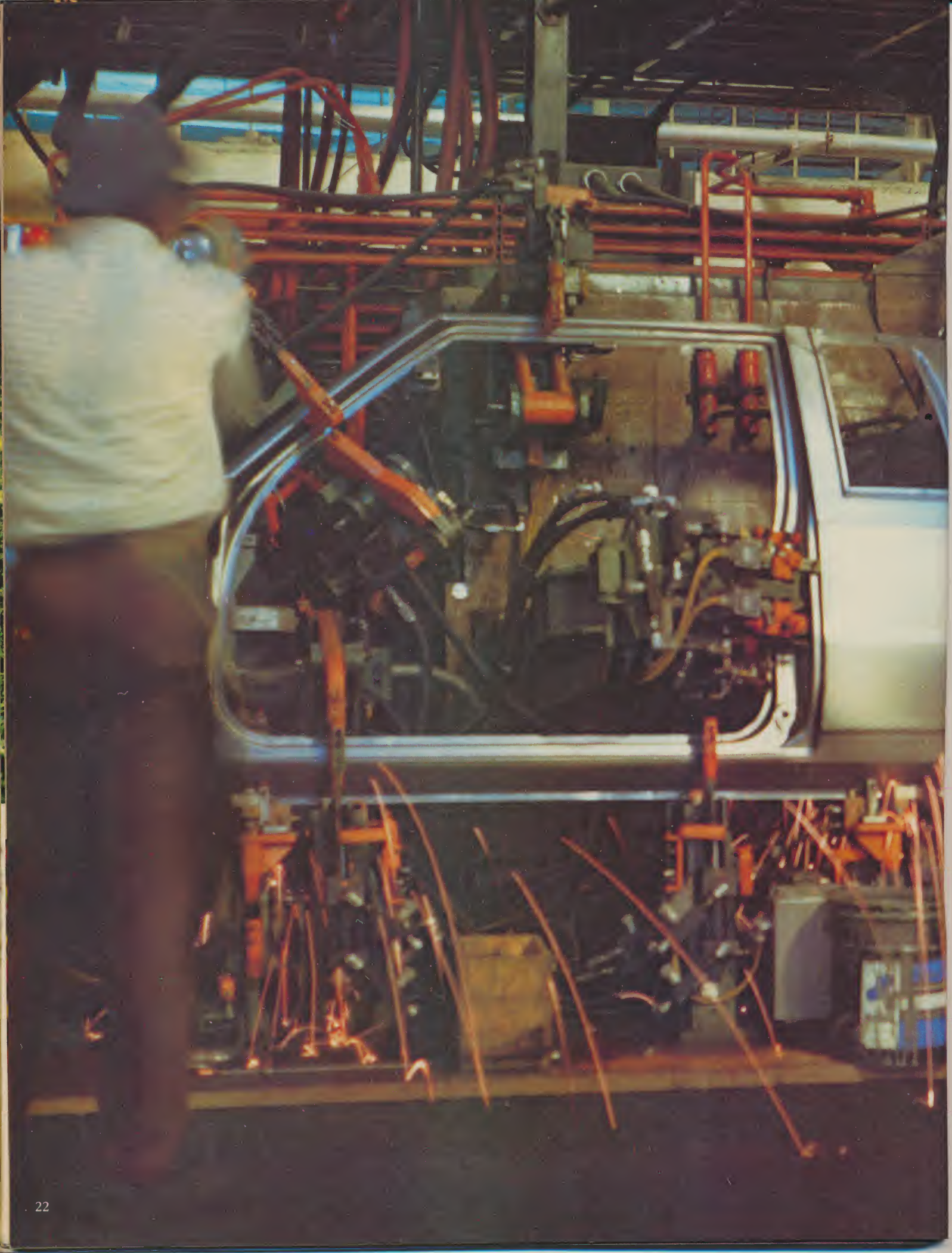
When it comes to price, performance and economy, the car is a wonder. No wonder it's called Miser.

*Use EPA EST. MPG numbers for comparison. Your actual mileage may vary. Highway mileage will probably be lower than highway estimate. These estimates apply to Misers built after 11/17/80.

**Driving ranges are computed by multiplying EPA EST. MPG or Est. Highway MPG by fuel tank capacity.

†Sticker price excluding taxes, destination charges and optional equipment. Sticker prices are different in the states of Cal., Hawaii, La., Mass., Miss., Neb., Pa., and Wash. See your dealer for details. STANDARD EQUIPMENT LEVELS VARY.





AN INCREDIBLE DAY AT THE FACTORY

At Chrysler's "K" Plants, man and machine team up to build America's "Car of the Year."

You hear America's heart beating as you enter these huge industrial complexes. It is a mesmerizing sound produced by the steady thunder of pumped-up machinery. Machines, powered by electricity, crank, roll and transform sheet metal pieces into tangible products. The noise is like some percussion symphony.

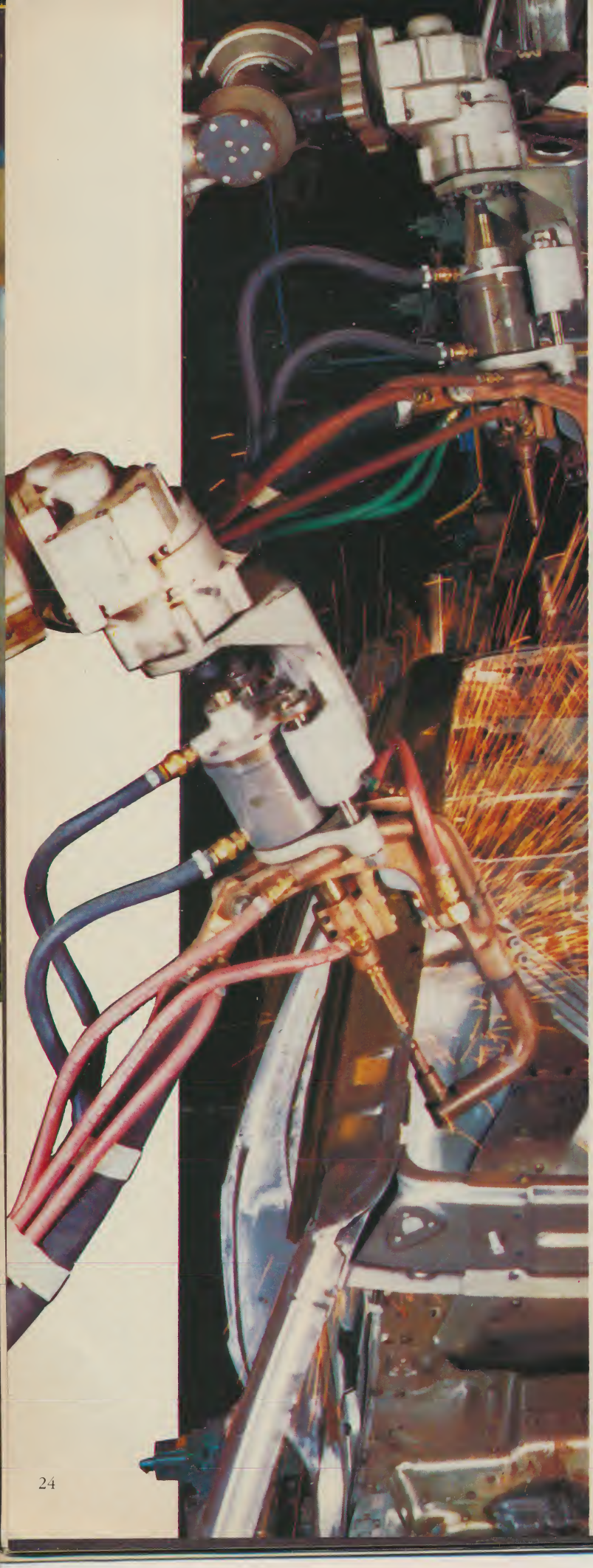
And if you listen very hard, it is possible to discern one clear message emerging from the din. The machines seem to say a new age of technology is dawning. Here, in America, reindustrialization is in full stride.

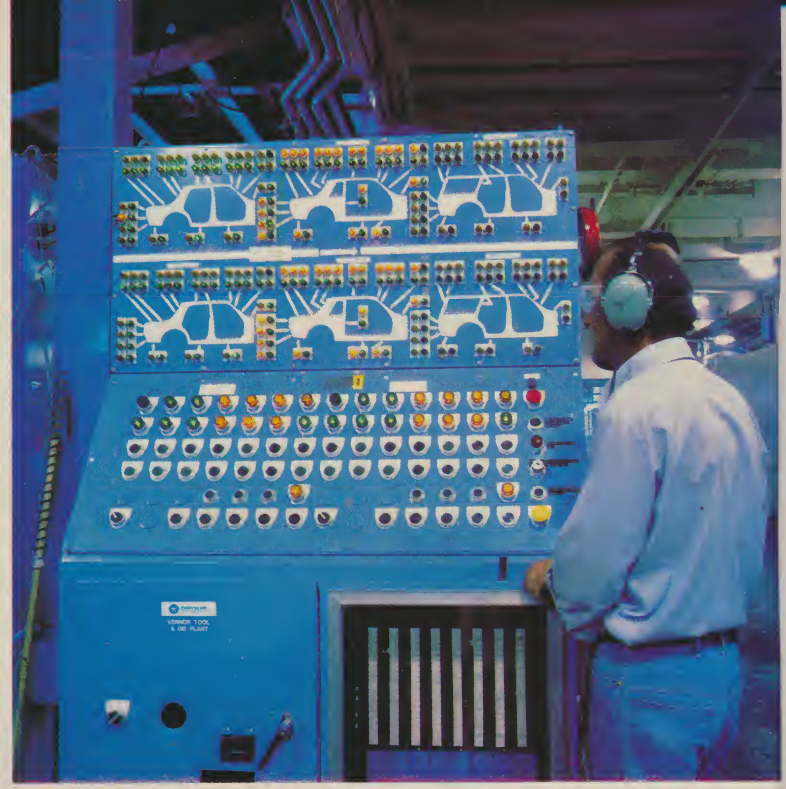
"Here" is The New Chrysler Corporation's Jefferson Avenue assembly facility, in Detroit, Michigan, "home" of the brand-new Dodge Aries and Plymouth Reliant. More than $100 million was spent in renovating the plant to produce two- and four-door K Car models. The interior was gutted; existing machinery and equipment stripped away to be replaced by some of the most advanced technology in the automotive industry.

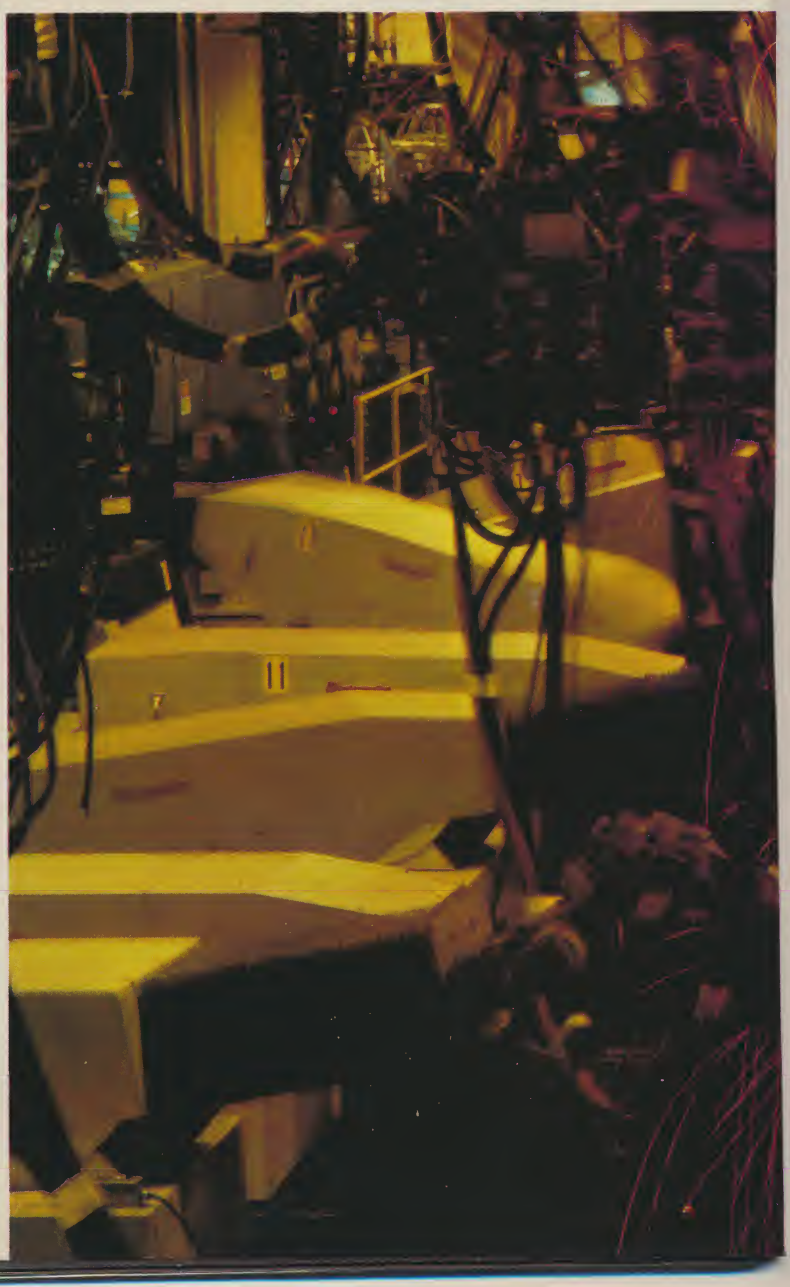
The future has definitely taken hold and shaped this plant into a vibrant, efficient and functional workplace.

"Here" is also The New Chrysler Corporation's Newark, Delaware plant, building four-door and station wagon K Car models. Last summer, Newark underwent the most extensive changeover since 1956 when this plant converted from military tank to automotive production.

More than $50 million was spent to equip the facility with the latest manufacturing technology . . . to renovate the body shop, to replace assembly tooling, to replace and rearrange the conveyor system . . . and to expand interior work areas by 85,000 square feet.







At Jefferson and Newark, men and machines form a unique labor force . . . 10,300 of Chrysler's most experienced employees—averaging 18.5 years on the line—with some of the most sophisticated automated equipment Detroit and Newark has ever seen. The goals are obvious: to increase productivity and build quality-assured products.

Great strides have already been made in boosting productivity. With the plants operating at capacity, 70 inflation-fighting Aries and Reliants are built hourly compared to the 60 vehicles built pre-changeover in the same amount of time.

Let's take a look at how quality is being realized. In each plant, we start in the sub-assembly area. First, three basic K Car body components —the two body sides and the underbody assembly—are joined together by a complicated tabbing process. The entire assembly is then transferred to the *Robogate*.

It is in this area where the actual body of each car is assembled just before doors are hung and hood and deck are attached. The Robogate is an automatic body framing and welding machine capable of performing 100 welding functions per hour. Envision it as a huge computer controlling 99 robot welders (called *Unimates)* programmed to make uniform and consistently positioned welds . . . each helping to ensure the car body structural integrity and achieve high quality standards.

Altogether, robots apply 98% of the more than 3,000 spot welds on Aries and Reliant.

The Robogate contributes significantly to quality in several other ways. It provides a constant dimensional control since conventional body trucks and side gates have been eliminated. It also saves maintenance costs and reduces the expenses of new tooling at model changeover time.

Even more innovative than robots is Chrysler's monotractor, the new method of moving the side body panel line. The monotractor is an overhead transfer system, featuring electronically operated, self-propelled carriers programmed to stop at various weld stations and deposit welded aperture assemblies into a computerized storage system.

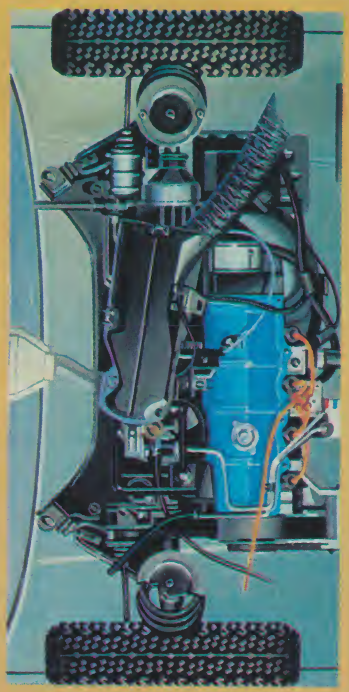
The storage system maintains a two-hour supply of body panels and sub-assembled floor pans, and a four-hour bank of fully assembled bodies. Contrast this with the previous one-hour supply. Such preparation is essential to reaching quality goals.

Chrysler's commitment to Best-in-Class quality carries over to other areas . . . In the paint shop, Aries and Reliant are treated for exceptional corrosion protection and double-coated with final color in a completely new stainless steel spray booth. In the chassis area, a more effective technique employing a "pedestal loop" is used to lift and insert the engine and transaxle into K Car bodies. The latest state-of-the-art equipment is employed right down to the fastener tightening systems.

This revolution in technology is at work at Jefferson and Newark, proving once again that Chrysler is leading the rest of the U.S. auto manufacturing industry into a bright new age.

THE USA IS TURNING FWD...

HERE COME THE FRONT-WHEEL DRIVERS!



The world's greatest assembly of practical forecasters?

We'd like to nominate that unsung group of brilliant slide-rule toters... the automotive design engineers. At least they should be given credit for being the world's most tenacious dreamers. They never give up.

Take the automotive design notion of front-wheel drive (FWD). It's as old as the automobile itself, being part of the very first steam driven vehicle invented in France in 1869. American George Selden's patented three-cylinder automobile design featured FWD and that in 1879. John Christie advanced FWD technology to new scientific heights with his successful FWD prototype car built in New York in 1904. But still, for all its early recognition, FWD has played second fiddle to rear-wheel drive in America for more than 75 years.

The idea of a car whose front wheels pulled it in the direction the wheels pointed has always appealed to engineers. So has FWD's superior fuel and space efficiency potential. With all power train components neatly packaged in front, FWD allows relocation of the transmission and eliminates the drive shaft which crowds into the passenger compartment. This gives more interior space with smaller exterior dimensions. And then there's handling. A front-wheel-drive car understeers under most conditions and engineers viewed this rightfully, as an asset for the average driver. A driver is less likely to get into trouble swinging into a corner too fast if the car's front end runs wide than when its tail comes around as it has a tendency to do in a rear-wheel-drive car. With a lightweight rear suspension and no heavy power train transmission components to carry, the rear wheels can track better over road irregularities and contribute to better handling.

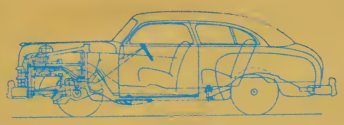
Dream as they would, the early FWD designers were unable to build cars that could compete in cost and performance with rear-wheel-drive cars. The metallurgical technology of the '20s and '30s wasn't up to it. Universal joints of that early automotive era were unable to take the punishment of FWD service. Engines were too heavy. Steering was too hard. And since there was no crying need for gasoline or space efficiency, FWD was shunted aside. FWD, like the perpetual motion machine, remained a constant challenge to design engineers' egos and little else.

Still the dream of a family-sized, super-efficient FWD car persisted. Designers designed. Engineers engineered. Some achieved modest FWD success. Perhaps you remember the 1929 Cord L-29? Or the 1930 Ruxton? Both interesting. Both cumbersome.

At Chrysler Corporation, engineers and designers engaged in formal FWD programs dating back to 1930.

Several FWD programs were developed and discarded due to the lack of technology and reliable materials.

After World War II, Chrysler engineers built an experimental car called the A-227. It was not produced for sale, but it taught them several valuable lessons. In 1956, Chrysler did a feasibility study of front-wheel drive potential and issued a



Product Survey document which proved to be highly prophetic.

It suggested, for example, that the ideal front-wheel-drive car should have a unitized body, since a heavy support frame would not be needed; a light, short engine, preferably mounted transversely in the front wheel area; a direct power drive train; independent front suspension; and a large proportion of its total weight on the front wheels for better traction.

While Chrysler and other American designers noodled and drew with modest success, their European brothers pulled ahead in the building of front-wheel-drive cars. The main reason was simple. They had a greater need for the efficiency and handling that FWD offered. There was a need for small, fuel efficient cars with the taut steering and control needed to handle winding, narrow, European roads that seldom went more than a few hundred yards in a straight line.

By 1975, more than 45% of the passenger cars produced in Europe were FWD. America, however, was still in love with big cars, drive-ins and drag racing during the 1950s and '60s. Why not? They could afford to luxuriate in high power and low mpg's. And even lower gas prices.

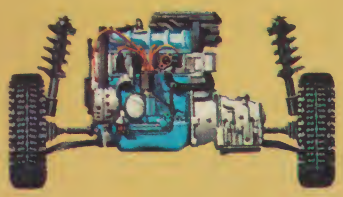
There were wiser heads at Chrysler who dreamed of FWD as the new wave of the future. They were the designers, planners and engineers who knew that the advantages of FWD were too good to ignore. In 1958, Chrysler Corporation turned to Europe looking for advanced FWD technology. In 1958, they purchased an interest in the Simca company of France.

In 1961, Chrysler/Simca started development of the FWD car that would eventually become the successful Simca 1100. Produced in France and Spain in 1964, the 1100 sold throughout the world. Thus, a FWD car had been developed, built, and sold by a Chrysler-controlled company under Chrysler leadership. Remember, this was more than 15 years ago.

So, the goal of a successful Chrysler-built FWD car had gone from dream to reality. In the 1970's, Chrysler's European operation produced more than 2-1/2 million FWD cars! Spring-boarding from this experience, Chrysler engineers broadened their horizons and successfully introduced the very first American-made line of compact FWD cars called the Dodge Omni and Plymouth Horizon. How successful? These cars were named 1978 Car of the Year.

With their "French Connection," Chrysler design engineers now had a tremendous background in FWD engineering and production. But while small car FWD technology had grown by leaps and bounds, there was still a tremendous gap between the small FWD cars that existed and the mid-size, six-passenger, FWD family car that was needed for the American market. And so Chrysler engineers went back to their drawing boards and designed a FWD "dream car."

Today that dream, too, has become a reality. FWD, the "newest wave of the future" is here. At least it is at the New Chrysler Corporation. It will, eventually, come to all American automotive companies. Already, FWD from The New Chrysler Corporation is meeting America's transportation demands with a complete line of modern, high technology, fuel-efficient, front-wheel-drive cars...cars in market areas from sub-compact to mid-size...cars with up to six-passenger capacity. When it comes to FWD, Chrysler Corporation has more pulling for it, more

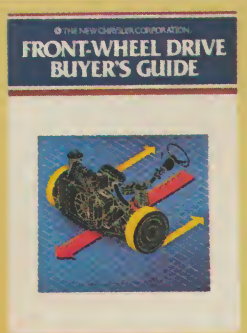


pulling for you, than anyone else.

Front-wheel drive. Some dream. Some fulfillment! Young Ferdinand Porsche certainly knew what he was doing when he introduced the Lohner-Porsche automobile at the Paris Exposition of 1900. It had front-wheel drive. He would feel completely at home at Chrysler.

Front-Wheel Drive Buyer's Guide

The Front-Wheel Drive Buyer's Guide is now available at all participating Dodge dealers' showrooms. This digest contains a treasure of front-wheel drive information including the history, engineering theory, construction advantages and Chrysler Corporation's role in front-wheel drive development. The facts, figures and photographs make the booklet fast and easy reading . . . and tell you many of the things you wanted to know about front-wheel drive. It's at your Dodge dealer's now. Go ask for it and see the incredible Dodge line of front-wheel drive cars. Then buy.



LOOK WHO'S
NO. 1
IN AMERICA

CHRYSLER BOASTS BEST AMERICAN AVERAGE FUEL ECONOMY

You remember the *small* café. That intimately lighted oasis, just off the boulevard, where romance, like the wine, is given a chance to breathe.

Ever heard of the Big CAFE? Where auto engineers rendezvous, under the bright light of government decree, to squeeze from the dregs of our national petroleum vat, just one more precious mile per gallon?

The Big CAFE (pronounced just like the small one) is an acronym for Corporate Average Fuel Economy . . . and encompasses the fuel economy numbers legislated to help America conserve its dwindling supplies of petroleum. It also represents the most sought-after standard in modern automotive engine design.

The Energy Policy and Conservation Act of 1975 is the law that commands auto makers to achieve an average corporate fuel economy goal of 27.5 miles per gallon by 1985.

That average corporate number—the CAFE number—requires that the miles-per-gallon figures of *all* vehicles built by any American manufacturer must *average* at least 27.5 miles per gallon by 1985.

Interim goals—to give the manufacturers pause in quest for the ultimate '85 mpg goal—also have been established. For 1981 vehicles, the government-established standard is 22 miles per gallon.

And that, fortunate reader, is where you, as a Chrysler product owner, have been projected into a position of beating the system (as well as the pump).

Chrysler Corporation vehicles, in projected CAFE ratings for its 1981 vehicles, exceed the government requirement for 1982.

The government fuel economy standards state that the CAFE figure for 1982 vehicles must be at least 24 mpg.

Chrysler's CAFE for *1981* vehicles is 25.5 mpg. That's 1.5 mpg better than the requirement for 1982 and 3.5 mpg better than the 1981 CAFE requirement.

And in 1979, the last year for which "real" CAFE numbers are available (later numbers are actually projections), Chrysler Corporation led all domestic manufacturers in Corporate Average Fuel Economy.

To arrive at the average miles-per-gallon figure for a manufacturer's entire fleet, the miles-per-gallon figure for *each* vehicle and engine family must first be determined.

And that's where those numbers that appear on your TV screen on the car and truck commercials every night come from.

When you bought your last new Chrysler product, you doubtlessly knew its mpg rating. Did you ever wonder how that mileage figure was determined?

If you read the small print on the television commercials you'll always see the letters EPA, for Environmental Protection Agency. It's the EPA's job to set up and monitor the test procedures that determine each vehicle's estimated miles per gallon—the shorthanded "est. mpg" you see in all commercials and magazine and newspaper ads.

You may wonder why your own car doesn't get mileage quite as impressive as the estimates. It's because the models tested to establish the EPA figures are in peak mechanical condition and are "test-driven" under ideal laboratory conditions.

In fact, the test vehicles are not "driven" at all, not in the same sense that you drive your car.

Instead, the mileage tests are performed on a lab machine called a *Dynamometer,* a pair of opposing cylinders rotated by the driving wheels of the test vehicle. The obvious advantage of this lab test is that every vehicle tested encounters exactly identical conditions. Each test vehicle undergoes two tests.

An "urban driving cycle" is designed to simulate conditions encountered in a typical urbanite's trip around town.

The second test, the "highway driving cycle," simulates conditions encountered on a drive in the "country," with attendant higher speeds and longer driving periods.

The data gathered from these tests is translated into those ever-present numbers on your TV screen.

The big number, usually shown with a circle around it, is the vehicle's "est. mpg" number, its miles-per-gallon rating for urban (city) driving.

The number set in small type (another EPA dictum to advertisers) is that vehicle's "est. hwy"—or estimated highway mileage number.

The whole testing process is, of course, more complicated and far more sophisticated than described above. But, if you're like most of us, at least you now have *some* idea of how those mileage figures got on the window label of your new car.

Oh yes, one more thing you should know about the big CAFE. That figure is determined by deciding the average of the two test figures—55% for the urban test result, 45% for the highway result.

Now . . . having absorbed all of the fine points of the EPA fine print . . . how long do you est. it will take you to get down the hwy. to that small café just off the blvd . . . and what will be your mpg?

DEAR CHRYSLER CORPORATION...

Fan mail from folks who have kept the faith.

Dear Chrysler Corporation:

My husband and I know that most people write to you when they have complaints. But we want to send you our thanks and to tell you how much we appreciate your cars.

We have owned new Dodge cars for the past 15 years. In fact, as far as we are concerned, Dodge is the only car on the market.

Sincerely,
George and Mary Hill
Island, Kentucky

Dear Chrysler Corporation:

Ever since I bought my 1970 Duster (and sold it in 1977 still running strong after 185,000 miles), I have developed the utmost confidence in Chrysler products. I still have the next car I bought, a 1977 Aspen Wagon. Then in 1979, I bought a Dodge 024 as a second car. I loved it!

However, with a job promotion that year came a Chevy Citation company car. We couldn't use three cars and needed the Aspen Wagon so I was forced to sell the 024 ... though I hated giving it up.

If there is one thing I have learned it is this: there is no comparison between the 024 and the Citation. The 024 is clearly superior—in road handling, visibility, turning radius, gas mileage, overall workmanship, responsiveness, storage capacity, braking ability ... even the quality of the AM/FM stereo.

When the time comes for my next company car, it will definitely be a Chrysler product.

Sincerely,
Greg Richards
Mt. Airy, Maryland

Dear Chrysler Corporation:

The Dodge Adventurer is delightful reading.

We have been owners of Dodge cars since 1972. They are super.

Presently we own a '79 St. Regis and a '74 Monaco. We couldn't part with either, especially the Monaco. It has become "one of the family" with the 116,000 miles that we accumulated over the years.

Please continue to produce quality cars.

Sincerely,
Joe and Lorraine Merchant
Newport, Maine

Dear Chrysler Corporation:

I started looking for a sports car, a sports car that wasn't just another small car, in 1979.

I looked at and tried an 024. But then I saw the car for me—a blue and white Challenger. I can't say enough about it.

The longer I drive it, the better I like it.

I am hard on cars. But the Challenger sure can take it.

I think everybody should know that Challenger is by far a better car than other sporty imports, and it sells for a lot less.

Good luck Chrysler Corporation. We are all pulling for you.

Sincerely,
Larry Voge
Phoenix, Arizona

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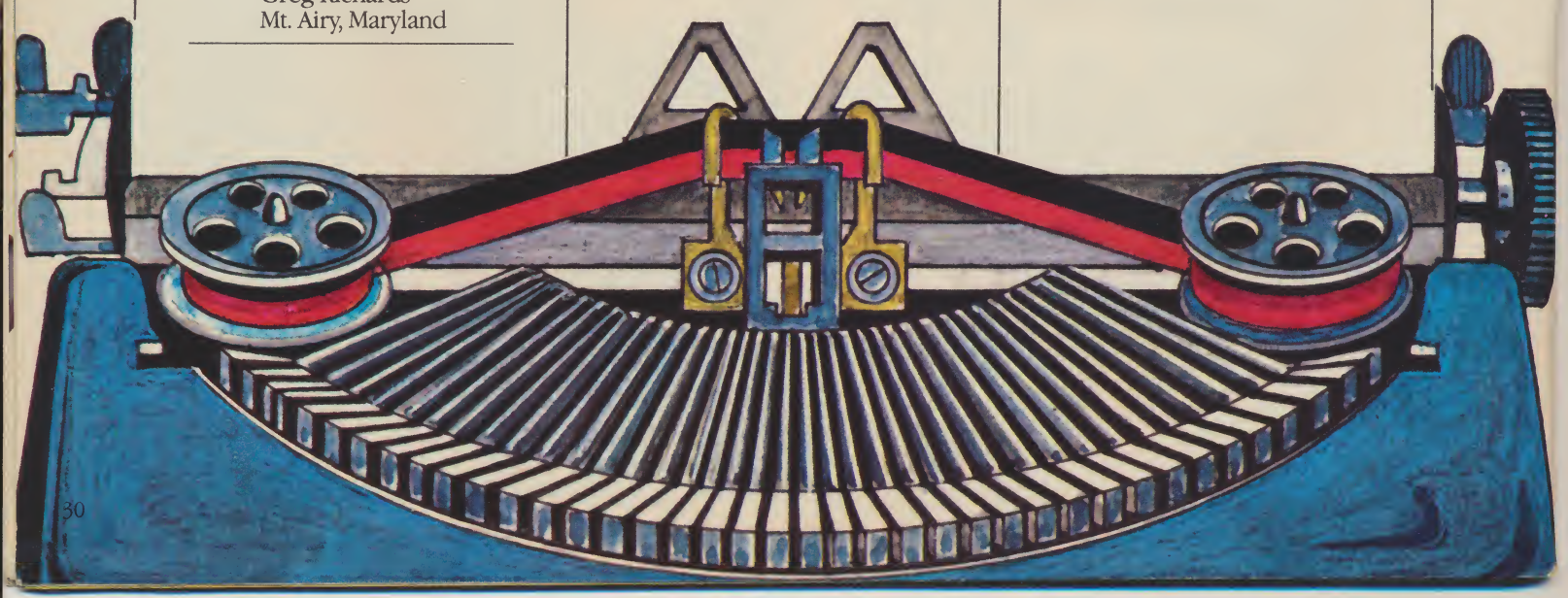

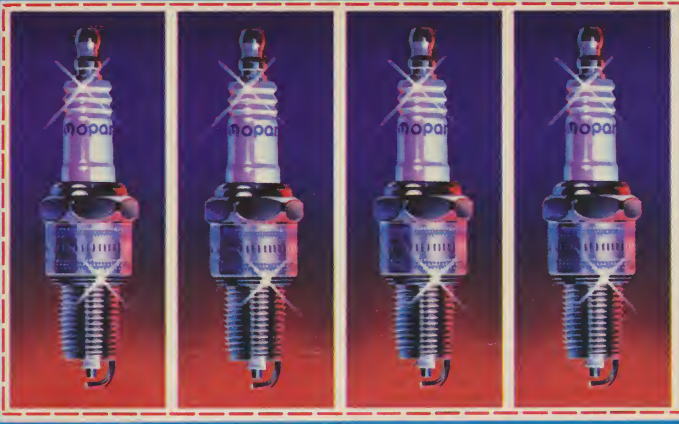

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HALF YOUR SPARK PLUGS FREE!

It's simple. Present this coupon in our service department, and they will deduct half the number of spark plugs—a savings of 50%—from your cost of a tune-up. Why settle for less when you can have your car or truck tuned with one of the best spark plug brands money can buy?

TUNE UP...

NOBODY DOES IT BETTER THAN YOUR DODGE DEALER!

That's because we employ skilled technicians who are constantly trained to ensure the maximum performance of your vehicle. They know that the way to "beat the pump" is proper vehicle maintenance as recommended by your vehicle's operating instructions manual. Worn spark plugs can cause a variety of problems including sluggish engine performance, rough idling and excessive stalling.

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ATTENTION AMERICAN DRIVERS!

We thought this was a good time to let you know about some of the things that are happening at The New Chrysler Corporation and at our dealership. Included among these are:

- ☐ **Our impressive full line of front-wheel drive cars**
- ☐ **Motor Trend magazine's "Car of the Year"**
- ☐ **Motor Trend's "Man of the Year"**
- ☐ **Four-Wheeler magazine's "Four-Wheeler of the Year"**
- ☐ **A Corporate Average Fuel Economy that's better than GM's or Ford's**
- ☐ **Special Spring Prices**

We know you can put the information to good use because over three million owners of New Chrysler Corporation vehicles already are. Enjoy the magazine that these owners get and then come on down and let us show you the cars and trucks they're driving...and talking about. When you buy one, you'll get this magazine regularly. Talk about bargains! You'll find even more at...

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